



2018 GOVERNOR'S CONFERENCE ON TOURISM

Thursday, July 19th

2:00PM - 3:00PM

Concurrent Workshop Sessions

Picture Perfect – How to Capture and Create Engaging Social Photos and Videos

According to SmartInsights.com, 51% of all media is now viewed on mobile devices. The creative and social team from Off Madison Ave will lead this interactive and hands-on workshop where you'll learn how to capture great photos and videos using your phone. You'll also get insight into new photo and video techniques and how to create the types of content that perform best on social channels.

Speakers: Amy LaSala, Social Media and Public Relations Director, Off Madison Ave
An Pham, Multi-Media Specialist & Photographer, An Pham Photography & Video

How to Leverage the Park in Your Backyard

Outdoor recreation is one of Arizona's biggest tourism assets, but are you making the most of the many public lands located in our state? In this session our expert panelists will discuss how to promote and collaborate with the municipal, state and national parks in or near your destination.

Speakers: Dawn Collins, Chief of Resources and Public Programs, Arizona State Parks & Trails
Inger Erickson, Director, City of Phoenix Parks and Recreation
Superintendent Chris Lehnertz, Grand Canyon National Park Service

China Readiness: How to Engage and Capture this Growth Market

This session starts with an overview of AOT's China Ready initiatives and industry toolkit followed by an introduction to the power of the Chinese tourist and the "ins and outs" of working with this market. From cultural nuances to China-specific holidays to social media channels, you will walk away from this session with a better sense of the market and how to successfully welcome Chinese tourists to your destination.

Speaker: Renee Hartmann, Co-Founder, China Luxury Advisors

Building a Better Destination Website: Tips from the User Experience Lab

What mistakes are destinations making on their websites? How can they more effectively attract visitors and serve their audiences' needs? In recent years, Destination Analysts has overseen thousands of hours of traveler interviews as part of DMO website usability studies. In this entertaining and thought-provoking presentation, we will take attendees inside the psyche of online visitors and share what we've learned about the common mistakes most DMOs continually make. Using examples taken from pertinent DMOs, we'll show how to quickly and cost-effectively improve a DMO website.

Speaker: Erin Francis-Cummings, President & CEO, Destination Analysts